



# Texas Department of Transportation

VEHICLE TITLES AND REGISTRATION DIVISION • AUSTIN, TEXAS 78779-0001 • (512) 465-7611

April 12, 2001

## Registration and Title Bulletin # 040-01

**To:** All County Tax Assessor-Collectors

**Subject:** License Plate of the Month /Horned Lizard

### PURPOSE

To provide a news release to promote the Horned Lizard license plate, which is the featured specialty plate for April 2001.

### DETAILS

As we told you in RTB #115-00 (dated December 20, 2000) we are promoting the specialty plates we offer. In an effort to increase sales, thus benefits, and generate increased public awareness for your offices and our services, we launched the "License Plate of the Month" program in January.

As the name suggests, a different specialty plate is being highlighted each month; the program started with the top seller and is working its way down (there will be exceptions to accommodate seasonal tie-ins). For April, the highlighted plate will be the Horned Lizard plate; sales benefit conservation and wildlife research programs managed by the Texas Parks and Wildlife Department.

Attached is a "shell" news release that you can customize and send to your local media, if desired. We plan to send a similar release to the capitol press and other media outlets statewide.

### VTR CONTACT PERSON(S)

If you have any questions, please contact your local regional office manager; or, call Mr. Mike Viesca, VTR Public Information Officer, at (512) 302-2076. Thank you very much.

Sincerely,

Jerry L. Dike, Director  
Vehicle Titles and  
Registration Division

Attachment

cc: Mr. Andrew Sansom, Texas Parks & Wildlife Dept.  
TxDOT Administration  
Mr. Randall Dillard, PIO  
District Engineers, Attn: PIOs

**FOR RELEASE, April 2001**

**License plate sales benefit conservation and wildlife programs**

It's become an endangered species, but the "horned lizard" is now on the verge of a comeback. The Texas Department of Transportation (TxDOT) and the (COUNTY NAME) County Tax Assessor-Collectors Office can help you obtain a colorful specialty license plate that helps in saving this curiously strange animal.

The Horned Lizard license plates feature a hand-drawn picture of the prickly critter and the words, "Keep Texas Wild." Created by state lawmakers in 1999, the plates are currently being displayed on approximately 10,000 vehicles.

"Many of our customers remember seeing these horned lizards everywhere," said (COUNTY TAX COLLECTOR'S NAME), (COUNTY NAME) County Tax Assessor-Collector. "The plate design is truly symbolic of Texas – unique and rugged. Motorists can get the Horned Lizard plates by applying through the county tax office, accessing TxDOT's web site ([www.dot.state.tx.us](http://www.dot.state.tx.us)), calling TxDOT's Fax-On-Demand forms line at 1-888-232-7033, or calling the TxDOT Help Desk at 512/465-7611. A customer will receive their set of plates within two weeks of application.

These specialty plates are \$25 annually in addition to the regular registration fee. Of the amount charged, \$20 goes directly to wildlife and research programs administered by the Texas Parks and Wildlife Department. "Texans can take their passion for wildlife on the road with the Keep Texas Wild conservation license plate," said Andrew Sansom, the agency's executive director. "This provides a way for everyone to help where hunters and anglers have historically funded the lion's share of wildlife conservation by buying hunting and fishing licenses."

In addition to the Horned Lizard license plate, there are more than 85 different designs available, most of which benefit a particular group or organization. The (COUNTY NAME) County Tax Office is an agent for TxDOT, which started its specialty license plate program in 1965.

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For more information, call (COUNTY CONTACT PERSON'S NAME), (CONTACT PERSON'S TITLE), at (CONTACT PERSON'S PHONE NUMBER).

